

CASE STUDY

TRANSFORMING CUSTOMER CARE WITH REAL-TIME PROCESS INSIGHT

Explosive growth across voice, chat, email and social channels left this global contact-center operator juggling multiple platforms—Genesys Cloud for routing, Salesforce Service Cloud for case management and NICE WFM for workforce planning. Siloed data made it nearly impossible to trace a customer interaction end-to-end or spot the hidden detours—mis-routes, duplicate tickets, manual concessions—that were inflating cost-per-contact and eroding Net Promoter Score.

Executive Summary

A 60-day deployment of mindzie process intelligence stitched together IVR events and CRM case data to expose the true flow of every interaction. By pairing discovery with always-on alerts, the contact center shifted from reactive firefighting to proactive service excellence.

Key Outcomes

- 38% shorter Average Handle Time (AHT) – from 7.9 min to 4.9 min
- First-Contact Resolution up 31pp (62% → 93%)
- SLA compliance 97% across voice, chat and email queues
- Repeat calls down 44%; callbacks virtually eliminated
- Detected \$1.8 M annual cost tied to out-of-policy concessions & rework



Business Challenge

Fragmented data and 25+ manual work queues meant that even minor routing hiccups spawned duplicate cases and escalations, inflating cost-per-contact and eroding Net Promoter Score.

Project Scope

mindzie ingested 12 months of interaction data (Genesys CDR tables, Salesforce objects Case & Task, NICE QA results). Analyses focused on cycle time (AHT & time-to-resolution), re-work/loops, compliance/SLA, and quality score adherence. Real-time alerts were embedded in Microsoft Teams and e-mail so supervisors could intervene before targets were missed.

Process Responsibility

mindzie's live dashboards made ownership crystal-clear: every queue, every policy exception and every margin hit is now tied to an accountable leader who receives automated notifications the moment an interaction veers off the happy path.

Key Analyses

- Cycle Time - mindzie's journey map showed a 3-step detour – IVR mis-route → Manual Transfer → Queue Reassign – on 18 % of calls (adding 2.3 min). A routing-table fix and auto-transfer rule cut the detour to < 2 %.
- Re-work & Exceptions - 9 % of cases bounced between Tier 1 → Billing → Tier 1 before resolution. Enabling a guided-workflow pop-up and tight knowledge-base linking slashed these loops by 72 %.

Continuous Improvement

mindzie now predicts SLA breach risk mid-call and fires alerts whenever concession spend exceeds policy – ensuring the contact-center process keeps improving day after day.

“mindzie turned millions of rows of CTI and CRM data into a live playbook. We don't wait for weekly reports anymore – supervisors act in the moment, and our customers feel the difference.” – Director of Global Operations

OPERATIONAL HIGHLIGHTS

Metric	Impact
Average Handle Time	4.9 min (↓ 38 %)
SLA Compliance	97 % across channels
First-Contact Resolution	93 % (↑ 31 pp)
Repeat-Call Rate	4.1 % (↓ 44 %)
Re-work Loops	2.5 % of cases (↓ 72 %)
Concession Overspend	< \$0.1 M (↓ 94 %)

Conclusion

This call center success story shows how quickly mindzie’s process intelligence platform can convert raw ERP data into lasting operational excellence and bottom-line impact. If you’re ready to uncover hidden inefficiencies, hard-wire compliance, and drive similar ROI in your own processes, contact mindzie today:

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Let mindzie turn your process data into your next competitive advantage.